

## Welcome flow

A.

Dear [Name],

You did it! You've started your journey to your best hair. Now that you've joined the Donna Bella community, you can get ready for the insider scoop into our amazing products — plus exclusive discounts!

At Donna Bella, we believe that life is too short to have bad hair. We're here to help you harness your hair's true potential for maximum beauty, by providing you not only top-quality styling products, but also hair care tips they don't teach you in school!

Stay tuned...

B.

Hey [Name]!

Hair care is an important part of your overall health and beauty. While Donna Bella's styling tools are the best on the market to help your hair look its best, amazing hair starts with a great hair care routine. Here are 5 tips on how to keep your hair healthy.

**Avoid scalding showers.** The hotter the water, the more likely it is to strip natural oils from your hair, leaving it dry, brittle, and prone to breakage. Opt for a lukewarm shower and get healthier hair.

**Be careful with your wet hair.** When hair is wet, it's delicate and prone to breakage. Blot or squeeze out water rather than scrubbing it with a towel, use a wide-toothed comb to detangle it, and wait to use Donna Bella's curling irons and other heat styling tools until your hair is dry.

**Let your hair down.** We know you love your braids and ponytails, but always having your hair tied up can cause excessive strain on your strands and scalp, which can lead to hair breakage or — gasp! — falling out! Let your locks flow free every few days, or use

**Don't shampoo every day.** Most people can stand to go a couple of days without shampooing, which can strip your hair of protective oils. Instead, do a quick rinse with lukewarm water, then follow up with one of our keratin products!

**Invest in a good pillowcase.** You may love your flannel or cotton pillowcase, but it can damage your hair as you sleep. Get a silk or satin pillowcase that won't tug on your hair.

Follow these tips and watch your hair go from basic to brilliant!

C.

Hi [Name],

We hope you're enjoying being part of the Donna Bella community! We're so thankful that you're here, we wanted to give you a little something to show our appreciation.

You can get 30% off for your first order from our store! Try our Pro Collection for salon-quality curling at home, or infuse new life into your locks with our keratin products.

Your hair is one of the best ways to express yourself. Let it speak for you with the help of pro-quality products from Donna Bella!

## After-Order

A.

Dear [Name],

Thank you for ordering from Donna Bella! We're so excited to help you embark on your journey to amazing hair. Please don't hesitate to reach out with any questions or concerns! We are here to help.

B.

Hey [Name],

Amazing news! Your Donna Bella order is on the way, and you'll soon have top-notch tools to help you look your best!

[tracking info]

We want to hear from you. Once your Donna Bella order arrives and you have a chance to play with your new products, feel free to share photos of your awesome 'do on social media and tag us @donnabellaeu! We can't wait to see you express yourself!